

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yingwei Claire Cui et al. Art Unit : 3622  
Serial No. : 10/649,585 Examiner : Arthur D. Duran  
Filed : August 27, 2003 Conf. No. : 4994  
Title : CONTENT-TARGETED ADVERTISING USING COLLECTED USER BEHAVIOR DATA

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF FEBRUARY 25, 2010

Please amend the above-identified application as follows.